

In the Specification:

Page 9, line 11, at the end of the paragraph, please add the following sentences:

“The display area of the display tag illustrated in Figure 4 can be divided into three regions. The first display region is occupied by the area around the printed message 207. This display region is positioned vertically above the left hanger support arm 225 when the display tag is assembled with a retail garment hanger as shown in Figure 5. The second region of the display tag is defined by the display area position behind and vertically above the medial portion 224 of the retail hanger as defined by the area 201 to 206, 217 of the display tag of Figure 4. According to a characteristic of an embodiment of this invention, this second region is not designed to be easily visible when the display tag is positioned behind the hanger, so as to provide a full frontal view of the hanger in the store. The third display region, similar to the design of the first display region, is to accommodate promotional messages such as the “Try Me” sign 208 of the display tag of Figure 4. The third display region is positioned vertically above the other hanger support arm 226. The term “vertically above” is important in the interpretation of the subject disclosure. A display region positioned “vertically above” a hanger support arm is defined to be the display areas 207 and 208, positioned vertically above the hanger support arms 225 and 226. For the avoidance of doubt, this display region does not include the region positioned vertically above the medial portion, as indicated in the region 201, 202 of the display tag 200 of Figure 4.”